INDUSTRIES (SHRI GIRIDHAR GOMANGO): (a) Yes, Sir.

(b) This Ministry had formulated developmental plan schemes for implementation since 1990-91. These schemes include those for assistance to State Governments, Corporations/Cooperative undertakings for setting up new integrated fruit and vegetable processing units as also assistance for modernisation, diversification and expansion etc. of the existing units, schemes for Research and Development and technology upgradation, schemes for modernisation in grain millin gsector, etc. These schemes are being implemented during the current financial year also.

(c) and (d) This Ministry does not fix any export target. However, Agricultural and Processed Food Products Export Development Authority (APEDA) has fixed a target of export of processed fruits and food products worth Rs. 107 crores, animal products worth Rs. 196 crores and other processed foods worth Rs. 168 crores in the current year. As per the information given by APEDA these targets are likely to be achieved.

Entry of Coca Cola in collaboration with Britannia Indstries Limited

718. SHRI DHULESHWAR MEENNA: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Coca Cola is poised to enter Indian market in collaboration with Britannia Industries Ltd. after 15 years;

(b) if so, the broad features of the Coca Cola come back plan indicating the investment in the project; its export target and its domestic beverage interests;

(c) whether Government have since cleared this joint venture of the Britannia Industries Ltd. with Coca Cola South Asia Holdings Inc.;

(d) if not, the stage at which it stands at present; and

(e) whether failure of the PEPSI Foods to fulfil its exports obligations would be kept in view while clearing the proposal?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI GIRIDHAR GOMANGO): (a) to (e) A Hong Kong based company M/s. JMRPCO, having majority NRI equity holdings and minority equity of M/s. Coca-Cola South-Asia holdings, have recently submitted a proposal to Foreign Investment Promotion Board (FIPB) for setting up food processing unit in a backward district of Maharashtra in collaboration with M/s. Britannia Industries Ltd., and a Maharashtra State Government Undertaking for manufacture of various types of snack foods mainly for export, and non-alcoholic beverage bases/blendings for domestic sale under registered trade marke 'Coca Cola', 'Fanta', 'Sprite', etc. All aspects of the proposal are under examination.

Re-entry of Coca Cola into the country

719. DR. BAPU KALDATE:
SHRIMATI KAMLA SINHA:
SHRI DIPEN GHOSH:

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether the All India soft drinks Manufacturers Association have recently in a memorandum to the Prime Minister, opposed the re-entry of Coca Cola into the country;

(b) if so, what are the details thereof; and

(c) what is the reaction of Government with regard thereto?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI GIRIDHAR GOMANGO): (a) Yes, Sir.

(b) and (c) The Association in their Memorandum have, *inter-alia*, stated that Indian Soft Drinks Industry is very vibrant and self-reliant and re-entry of Coca